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NSACF News

April 2014

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President's Message

Click the link below for

[Eric's April Message](#)

Coming
April
19th



Dick Bruso

Branding
Extravaganza!

Two Incredible
Sessions in One
Power-Packed
Program

Come Build Your Brand!
This is your



Look forward to serving You!

Eric Papp
President

News from the Nominations Committee *Looking for Leaders in All the Right Places!*

by Beth Ramsay

Wow! What a strong candidate pool we have! When you were asked to step up to volunteer for leadership, boy howdy, did you! The Nominating Committee has a really tough job as we move through the process.

The GOOD news is we have too many candidates for the number of open positions we need to fill.

The BAD news is we have too many candidates for the number of open positions we need to fill.

Look for the presentation of the Slate for Board of Directors at our April 19th chapter meeting.

The future is bright for NSA-Central Florida!



Beth Ramsay

Immediate Past President and Nominations Chair

Your Help is Urgently Needed

Can you help the chapter with our annual fundraising auction? We are in need of anything you think someone will buy. (tickets, hotel stay, art work, etc). Please view the video at the link below.

[Your Help is Urgently Needed](#)

Save the Date



NSA-CF will hold its annual year-end gala on Saturday, June 21st. Details will be forthcoming shortly; but, in the meantime, please mark your calendar and save this date. We want to see you at the Gala!

Welcome

NSA-CF is proud to welcome Tara Lee Hoover and Rena Romano (Professional Member)!

Please look for these fantastic ladies at the April meeting and extend both your welcome and your congratulations.



opportunity to begin the process of creating your very own distinctive brand using the incredible power of story. In addition, if you currently have a viable brand you will be shown some very creative and dynamic ways to expand it. Dick has worked one-on-one with hundreds of professional speakers, authors, and business leaders in the creation and expansion of powerful and profitable brands.

Session One: "How To Be Heard Above The Noise: Branding Your Uniqueness"

This jam-packed and highly practical session is designed to help professional speakers develop their distinctive brand, focus on their uniqueness to success-fully reach their target markets, and position themselves to be "heard above the noise" in the marketplace.

Highlights include how to:

- Create a compelling, memorable, and distinctive brand centered on "your story" that truly sets you apart in everything you say and do.
- Maximize your ability to reach your target market(s) via

Tara Lee Hoover and Rena Romano with Pilar Ortiz (L) and Eric Papp (R)

Leadership Retreat = Bright Future for NSA-Central Florida

Randy Keirn, President-Elect

If our Leadership Retreat (held March 15th and 16th in Plant City) was any indication as to where our Chapter is heading, I would confidently predict we have a bright future before us. Nearly 20 amazing folks from our Chapter participated in developing a new mission, vision, and goals for the upcoming year and beyond. It was incredible to see all of the participants, who ranged from being relatively new to our Chapter to long time professional members, fully participate with passion and step up just at the right time to move us forward. So proud of this amazing group and can't thank them enough for all their hard work.



Randy Keirn
President-Elect

Note - We will share the names of those that participated and announce the results of the retreat after the Board has had the opportunity finalize our plans for next year.

News From The Speakers Academy

by Carolyn Quintin

Some of our Speakers Academy members attended the retreat in March and are interested in leadership roles in the chapter! We are excited about this as they continue their learning and help us grow.



Carolyn Quintin

Dean

Jennifer Samuel-Chance

Associate Dean

In March, Lois Creamer stayed over to work with our group and we thank her for that extra insight and advice. In April, we discuss mentoring with Cindy Kane and Randy Keirn as well as next steps. In May, Pam Lontos will talk about getting articles into publications and other business tips to expand our reach. And Monica Wofford will talk about "How to Build an Empire" with your business as it grows even further. June is graduation, so we are really busy!

Applications for next year's Academy class are being taken. It starts in August.

If you have any questions, please contact Carolyn Quintin at carolynquintin@gmail.com
727-692-4467

Highlighted Speakers Academy Member Scott Thomas

by Carolyn Quintin

Scott Thomas works with people that desire to gain greater clarity and

creative branding, the incredible power of media, and strategic networking.

- Produce powerful tools and products to significantly enhance your brand's visibility.

Examples of dynamic branding, unique positioning, and creative marketing approaches successfully utilized by fellow speakers and other professionals will be shared throughout this session.

Session Two: "Brandstorming"

During this highly interactive session, Dick will demonstrate (with the assistance of several audience members) how you and your colleagues can develop brands based on your unique and powerful stories designed to truly set you apart in the marketplace. You'll learn the secret of how to apply the "umbrella branding" approach to encompass all aspects of your speaking practice.

Reserve your seat today by clicking

[Register Now](#)

[Learn More](#)

Quick Links

[Speakers' Academy](#)

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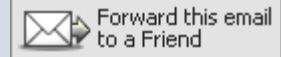
purpose in their finances in order to bring a result of joy and financial success. He has loved presenting at an early age, served on many boards as a leader in philanthropy and enjoys writing and speaking on Stewardship and why it matters.



Scott Thomas, ChFC

He is a Chartered Financial Consultant, Chartered Advisor in Philanthropy and Qualified Kingdom Advisor and worked as fee advisor since 1986. He is founder of Stewardship Matters, Inc. a registered investment advisor located in Orlando. Visit ww.stewardshipmatters.net or catch him on You Tube "stewardship matters" channel.

[About NSA](#)



Speakers Academy is Accepting Applications for 2014-2015

Our Speakers Academy videos are done by Carolyn Quintin in English and Pilar Ortiz in Spanish. We welcome you to see our Website at www.nsacentralflorida.com to learn more about the Academy. We begin our next class August 16 so applications are available now!

[Invitation to Enroll in The Speakers Academy](#)

[En Espanol](#)

3, 2, 1 ... How to Be Your Best You on Video!

By Pilar Ortiz

You lead a successful business and daily meet with your sales team, participate in teleconferences and networking events, make important decisions and attend board meetings. Suddenly, you're called to do a TV interview or worst, your social media manager insists you record and post videos online to grow your presence on the Web. It is time. The camera light flashes red and your mind draws a blank. Everything you planned to say leaves you, or it doesn't come out sounding nor looking natural. You feel and appear like a frightened deer standing in the middle of the road with headlights quickly approaching.



You read and speak, but how effective is your interaction during the interview? Do you appear natural? Do you connect with your interviewer? Does the image and presence you project on camera leave the impression you are an expert CEO and successful executive? Or, do you appear nervous? Do your eyes wander? Do you speak in circles and take forever to get to the point, and what's worst, all with a faceless expression. The question here is: How can one connect with the audience when facing a cold, expressionless, intimidating lens? Of utmost importance is to keep ever-present that in spite of the technology, it's the person that matters. The secret is to imagine one is speaking directly to the person one is sharing the message with.

You are an expert on projections, figures, numbers, and must so shine as the expert that you are in front of the camera. To record

an effective and natural interview knowing your message is insufficient. Even if you know your content, once you're in front of the camera you must wield other basic talents involving body movement and voice techniques.

One simple way to linger in the minds of TV viewers is by telling your story. You can share your beginnings, your challenges, the origins of your company, the most recent success report, the question your clients are always asking. In your responses during the interview use key words and keep your anecdotes short. It's important to practice this strategy of getting to the point and not talking in circles.

Be authentic. But how to achieve this when you feel uncomfortable in front of the camera? Start by practicing in front of the mirror and practice maintaining a visual connection through eye contact. Perfect the "smiley eyes" technique that allows your eyes to look expressive and natural. When responding to interview questions on camera avoid -- at all costs -- looking devoid, expressionless.

Keep in mind that your audience is not the interviewer nor the reporter. Think of that client you want to reach. Imagine. Visualizing the client helps you to use words that speak to that person. Being in front of the camera could be a bit uncomfortable because for most people it's simply not a natural phenomena. For this reason, one must be specific and use simple language in front of the camera. One must provide short answers and in "sound bites." Even during a pre-recording, try to recreate the adrenaline of a live interview. This will project the best you appearing focused and confident.

The objective is to be yourself, not to look like an expressionless cardboard cutout. You must connect with the camera with ease while telling your story -- that story that makes you unique, authentic and easy to remember. When I speak of overcoming the fear of being on camera, I usually take a few seconds to narrate my own story of when I was starting my career as a TV journalist and had to report on the death of a drug-trafficking leader, Pablo Escobar in Colombia (1993). I shook with fear in front of the camera as millions of TV viewers around the world tuned in to my news report. Thankfully, it was only my legs that shook and no one could see them. On my face, the terror I felt at being live on the air was not recognizable. Generally, people remember this story before the hundreds of tips I give them and thus can capture my message much more rapid.

Of course, don't forget to wear make-up (men and women), so that your face won't appear shinny or glossy. Keep hairspray with you to placate stray and rebellious hair. Wear clothes with solid colors such as blue, brown and pastels. Never wear a white jacket and avoid all patterns that give a sensation of something is moving (vibrating) on camera. I suggest sticking to solid colors.

Think carefully on each one of your responses and do not become distracted by anticipating the following question. Remain calm because above all it's vital that during every interview, or when recording a product, the TV viewer identify with you, like you, and trust in the message you are sharing.

Pilar Ortiz is a TV/Video coach and bilingual speaker / on cam talent

President of Pilar Ortiz Enterprises

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What is Your **R**eturn **O**n **I**nvestment?

Each month, we ask that you post your **R**eturn **O**n **I**nvestment (**ROI**) from your NSA-CF Membership on the board inside the door so that we can celebrate your accomplishments and victories with you! At our March meeting, these items were posted on the **ROI** Board.

- I became a blogger from a referral in my MasterMind Group.
- I found a wonderful editor resource --- been seeking the right help for years. I love MasterMind!

Please be sure to post your ROI's so that we can celebrate them with you. Thanks!

Professional Membership Advantage!

The NSA-CF Lending Library now contains the recordings made at the NSA Convention in Philadelphia this past July. If you are a professional member and do not know how to access the library, contact Nancy Montgomery at

administrator@nsacentralflorida.com

March Meeting & Retreat Photos



Mission:

The purpose of the NSA-CF Chapter is to increase the quality, integrity, and visibility of the speaking profession; to promote the Standards of Professional Speakers of the NSA; to help speakers develop and attain success in speaking, training, and consulting; to provide an environment for members to share ideas; to support one another; and to encourage other speakers to become

members of NSA-CF.

Vision:

NSA-CF is the organization of choice for NSA professionals in the Central Florida area, dedicated to igniting a passion for, and excellence in, the professional speaking community.

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